

“ARE WE AT AN AIRPORT, MUM?”
OCBC customers come plane-ly attired for movie treat

Kuala Lumpur, 23 September 2013 – One could be forgiven for thinking Cathay Cineleisure at e@Curve had been transformed into an airport when OCBC Bank recently hosted a preview of the movie *Planes* for its OCBC iQ@work customers.

Parents, along with their kids, came sportingly attired in “plane” attire ranging from those of stewards, stewardesses and pilots to holiday-makers. The sight of mother-and-child team, Norazlina Ab Wahab and her daughter Qistina Bt Shahrin, certainly made heads turn. And it comes as no surprise that the duo won the top prize for best dressed team with their identical fancy stewardess outfits equipped with *Planes* merchandise.



Winner of the Best Dressed Team prize, Norazlina Ab Wahab of Padini and daughter Qistina Bt Shahrin along with Mr Kwan Beng Keat, Head of Mass Affluent Segment & Workplace Banking

Coming out second and third respectively were the parent-and-child teams of Lin Chooi Foo & Jason Lin Jie Xun, and Phang Win Ming & Tang Fei Chui.

It was the icing on the cake capping a memorable day for not just the winners but also 200 other OCBC iQ@work customers who gave the movie the thumbs up. Also present at the event was OCBC Bank's Head of Mass Affluent Segment & Workplace Banking Mr Kwan Beng Keat who gave away the prizes to the winners.

"We were happy to see so many of our iQ@work customers coming sportingly dressed for the movie. And it was certainly a delight to see the kids playing their part alongside their parents. This was certainly a good outing for the family. The smiles on the many happy faces made it all the more rewarding," said Mr Kwan.

Before the screening, customers were each treated to light refreshments and fun games.

Explaining the idea behind iQ@work, Mr Kwan said it is a workplace banking engagement model through which OCBC Bank "brings the bank to corporate companies" and was founded on creating a familial spirit between the Bank and the employees of participating companies.



Plane-ly dressed OCBC iQ@work staff having a laugh time with customers

“An event like the screening of *Planes* epitomises the kind of relationship we are building – one that is founded firmly on the spirit of partnership and familiarity. iQ@work is based on the foundation of making it financially attractive for employees to embark on a disciplined savings programme at source before offering other banking services as well that are necessary to them. This way, we as a Bank are trying to get our customers to engage in what is clearly best for them,” he said.

When an employer signs up with OCBC Bank, all their employees immediately become eligible for better rates for savings drawn from their salaries. Beyond these special interest rates, OCBC iQ@work has enhanced its proposition with four new financial service packs called *PowerProtect*, *PowerCash*, *PowerTreats* and *PowerSavers*. They offer a choice of various combinations of benefits including preferential loans and fixed deposit rates, 5% rebates on credit card spending, four free withdrawals at over 10,000 ATMs nationwide, free funds transfers via OCBC internet banking and dedicated personal financial managers.

“These packaged offerings cater to the different life-stage needs of our varied customer base. Rather than simply throwing a whole load of choices at them, we have segmented the offerings based on the common choices people tend to make during the particular life-stage they are at. This way, they can have a base package and add on anything further they might wish for later on,” he added.

OCBC iQ@work is a salary savings plan that allows iQ@work clients’ employees to essentially enjoy higher financial gains, convenience and customised products and services that help them save more and also lessen their banking chores.

For further information, employers may visit www.ocbc.com.my/iq-at-work or call 1300 88 5000.

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world’s most highly-rated banks, with an Aa1 rating from Moody’s. It is ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 470 branches and representative offices in 15 countries and territories, including about 350 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which continued to gain industry recognition in 2011 including being voted "Outstanding Private Bank in Asia Pacific" by Private Banker International.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit www.ocbc.com.my